

Buyer Behavior Observation

Objective:

Your goal is to observe and describe 2 different purchasing situations to help you gain understanding of a buyer's behavior.

In each observation please identify the following:

Customer Information:

Gender

Product/Service

Cost (Approximate) of the Item

Buyer Behavior Information

- 1.) Is product/service a need or a want, explain?
- 2.) What do you feel is the motivation to buy, explain?
- 3.) What might be influencing their decision (Role, Reference Group, Social Class, Cultural) and explain why.
- 4.) Was the decision Routine, Limited, or Extensive? How can you tell and what would you do in a sales role?
- 5.) Where was the customer in the decision making process? What evidence indicates the step?
- 6.) If the employee/salesperson knew this information, how might that have helped them during the interaction? Explain.